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(71) Applicant (*for all designated States except US*): **NHN CORPORATION [KR/KR]**; 34th Fl., Startower Building, 737 Yoksam-dong, Kangnam-gu, Seoul 135-984 (KR).

(72) Inventors; and

(75) Inventors/Applicants (*for US only*): **BAE, Sang Yong [KR/KR]**; 34th Fl., Startower Building, 737 Yoksam-dong,

Kangnam-gu, Seoul 135-984 (KR). HA, Jung Soo [KR/KR]; No. D-403 Eunha Apt., Yeouido-dong, Yeongdeungpo-gu, Seoul 150-010 (KR). LEE, Woo Sung [KR/KR]; Na-dong 203 Daekyung rawhouse, 615-6, Sinwol 2-dong, Yangcheon-gu, Seoul 158-092 (KR).

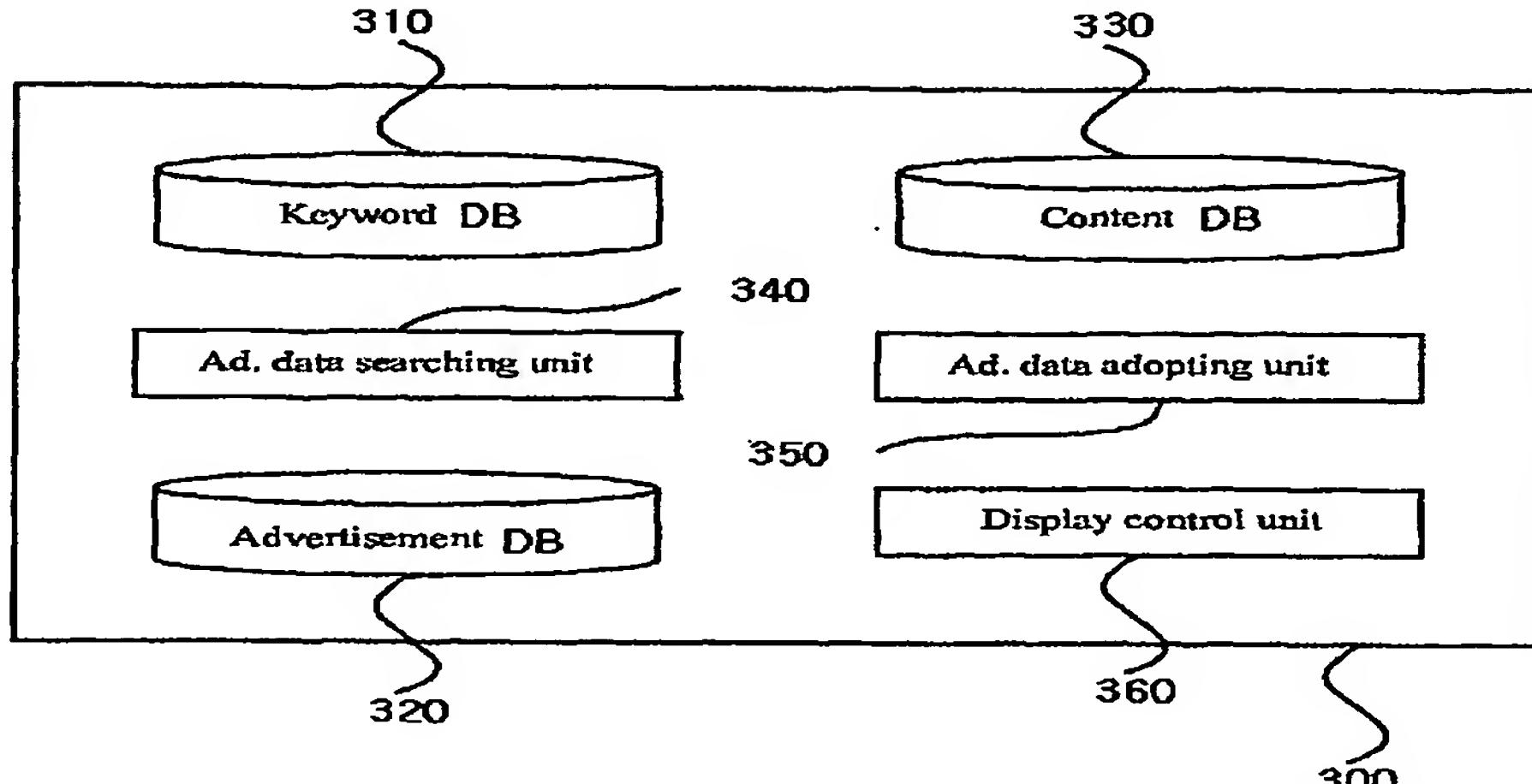
(74) Agent: **CHUN, Sung Jin; Muhan Patent & Law Firm, 5th Fl., Youngpoong Building, 142 Nonhyun-dong, Kangnam-gu, Seoul 135-749 (KR).**

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(54) Title: ON-LINE ADVERTISING SYSTEM AND METHOD



(57) Abstract: The present invention relates to an on-line advertising system and method which can provide an advertisement related to predetermined content to a user through a wired/wireless communication network along with the content. An on-line advertising system according to the present invention comprises an advertisement database for maintaining advertisement data, a keyword related thereto and a category corresponding thereto; a content database for maintaining a content identifier for identifying content provided to a user terminal through a communication network, and a category related to the content; an advertisement data searching unit for searching the advertisement database for advertisement data corresponding to a category related to the content; an advertisement data adopting unit for adopting advertisement data from the searched advertisement data, based on predetermined criterion, by using a keyword related to the searched advertisement data; and a display control unit for controlling the adopted advertisement data to be displayed on the user terminal in association with the content.

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